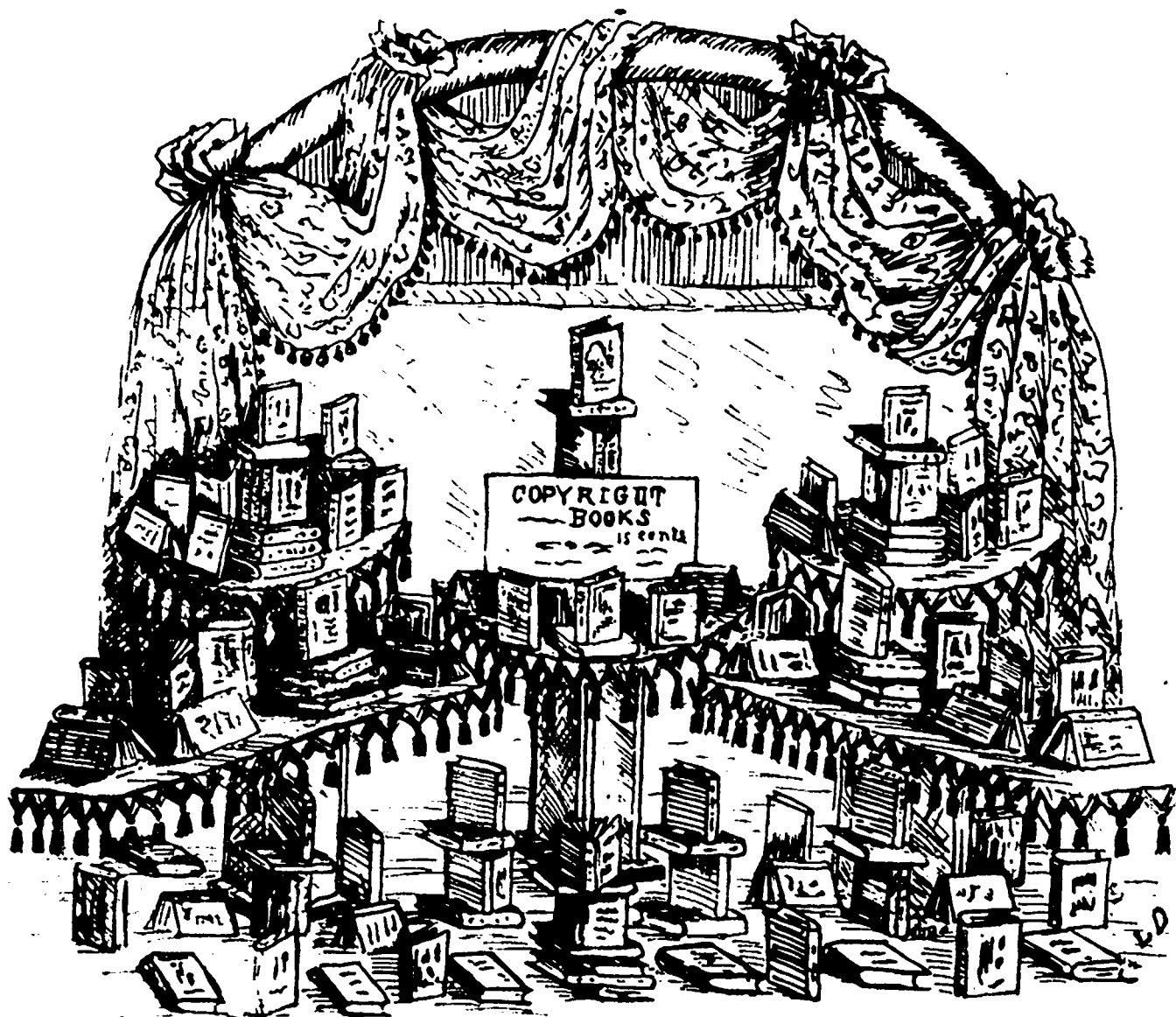


WINDOW AND INTERIOR DISPLAY

By the "Junior Onlooker."

IN stepping into the position so ably filled by "Onlooker," who, for the past two or three months has been contributing such entertaining paragraphs to this column, the "Junior Onlooker" would crave the indulgence of his readers if he fails to provide them with just such able matter as that to which they have become accustomed under the regime of his predecessor. He will, however, endeavor to do his best to

Even now it is by no means too early to direct attention to Christmas goods. Already holiday supplies are coming in and the public should be made acquainted with the fact as soon as possible. Because the general public is only in the habit of frequenting the bookstores during Christmas week is no reason why they should not become earlier acquainted with just what goods are to be found in the stock. If the Christmas goods are allowed to remain on shelves, on tables and in showcases until nearer the holiday season, there is little prospect of their being seen by the public. On the other hand, if they are exhibited in the shop windows as soon as unpacked, they are seen by a greater portion of people, and, though the public may not buy now, yet they know just what they can buy and are able to make up their minds to a certain degree beforehand.



ATTRACTIVE BOOK WINDOW A GENERAL VIEW.

supply Canadian booksellers and stationers with descriptions of and comments on any novelties in the way of window displays or shop arrangements which may come to his notice. In so doing, he trusts that he will be able to render some slight assistance to those troubled dealers, who, having exhausted all or most of their ideas on the above points, would now welcome suggestions in any shape or form.

A large card hung from the centre of the top of a window, on which appears in large letters, "Books imported this Week," followed by a list of the books received, with authors' names attached, constitutes quite an attractive addition to a window. People are always very much interested in the books of the hour. They read literary papers and they read reviews and they watch for every author's latest work. If, in addition to the central card, publish-